

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF JIN-HAK BAE, ET AL.

FOR: INFORMATION PROVIDING SYSTEM CAPABLE OF BI-DIRECTIONAL  
TARGETING BETWEEN INFORMATION PROVIDER AND CLIENT AND  
CONTROL FOR DISPLAYING INFORMATION, AND INFORMATION  
PROVIDING METHOD

AMENDMENT

The Assistant Commissioner of  
Patents and Trademarks  
Washington, DC 20231

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Jennifea Watson  
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Before examining the present application, please preliminarily amend the claims.

IN THE CLAIMS

Please replace claims 1-6, 8-10, 13-16 and 19-25 with the following rewritten  
versions:

1. (Amended) An information providing system comprising:  
a first storage unit for storing user-set data including at least one item among a  
sex of a user, an age of the user, and a concern area of the user;  
a second storage unit for storing a plurality of information and information  
attribution data in which at least one item among a sex of a target to which information is  
provided, an age of the target and a concern area of the target is defined for each  
information;

a determiner for determining information to be provided to the user, according to whether the user set data is consistent with the information attribution data; and

a provider for providing information determined by the determiner as information to be provided to the user, to the user.

2. (Amended) The information providing system of claim 1, wherein the determiner determines information corresponding to the information attribution data as information to be provided to the user, according to whether data of each item of the user set data is consistent with data of each item of the information attribution data.

3. (Amended) The information providing system of claim 1, wherein if data of a specific item of the user set data is consistent with data of a corresponding specific item of the information attribution data, the determiner determines information corresponding to the information attribution data as information to be provided to the user.

4. (Amended) The information providing system of claim 1, wherein the provider comprises connection managers for providing the user set data corresponding to a connected user, the information attribution data and the information determined by the determiner, to the user.

5. (Amended) The information providing system of claim 1, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set.

6. (Amended) The information providing system of claim 1, wherein the determiner requests the provider to provide information on whether the information attribution data and the user set data have been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the user set data indicating the number of unit blocks of the information attribution data and positions and sizes of the

unit blocks have been updated, and requests the provider to provide the information attribution data and the user set data if the information attribution data and the user set data have been updated to the information attribution data and the user set data stored in the determiner.

8. (Amended) The information providing system of claim 1, further comprising a third storage unit having an information display format including a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, a length of one information displaying duration, and a frequency of displaying information, wherein the determiner displays information received from the provider according to the information display format and the information display degree.

9. (Amended) An information providing system comprising:  
a database unit for storing user-set data including at least one item among a sex of a user, an age of the user, and a concern area of the user, a plurality of information, and information attribution data in which at least one item among a sex of a target to which information is provided, an age of the target and a concern area of the target is defined for each information;

a user terminal unit for determining information to be demanded from a server, according to whether the user set data is consistent with the information attribution data, and displaying information provided by the server; and

a server for transmitting requested information to the user terminal unit.

10. (Amended) The information providing system of claim 9, wherein the user terminal unit comprises an information determiner for determining information corresponding to the information attribution data as information to be provided to the user, according to whether data of each item of the user set data is consistent with data of each item of the information attribution data, or requesting the server to provide information corresponding to the information attribution data if data of a specific item of the user set data is consistent with data of a corresponding specific item of the

information attribution data.

13. (Amended) The information providing system of claim 9, wherein the user terminal unit requests the server to provide information on whether information attribution data and the user set data have been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the user set data indicating the number of unit blocks of the information attribution data and positions and sizes of the unit blocks have been updated, and requests the server to provide the information attribution data and the user set data if the information attribution data and the user set data have been updated to the information attribution data and the user set data stored in the determiner.

14. (Amended) The information providing system of claim 9, further comprising an operating server which manages at least one server and produces the information attribution data and the user set data and provides the same to the server.

15. (Amended) An information providing system comprising:  
a database unit for storing user-set data including at least one item among a sex of a user, an age of the user, and a concern area of the user, a plurality of information, and information attribution data for each information in which at least one item among a sex of a target to which information is provided, a age of the target and a concern area of the target is defined;

a user terminal unit for transmitting user set information received from the user to a server and displaying information received from the server; and

a server for determining information to be transmitted to the user terminal unit, according to whether the user set data received from the user terminal unit is consistent with the information attribution data and transmitting the determined information to the user terminal unit.

16. (Amended) The information providing system of claim 15, wherein the

server comprises an information determiner for determining information corresponding to the information attribution data to be provided to the user, according to whether data of each item of the user set data is consistent with data of each item of the information attribution data, or determining information corresponding to the information attribution data to be transmitted to the user terminal unit, if data of a specific item of the user set data is consistent with data of a corresponding specific item of the information attribution data.

19. (Amended) The information providing system of claim 15, further comprising an operating server which manages at least one server and produces the information attribution data and the user set data and provides the same to the server.

20. (Amended) The information providing system of claim 9, wherein the database unit further includes an information display format including a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, a length of one information displaying duration, and a frequency of displaying information, and the user terminal unit displays received information according to the information display format and the information display degree.

21. (Amended) An information providing method comprising:

(a) receiving user-set data including at least one item among a sex of a user, an age of the user, and a concern area of the user, from the user;

(b) extracting information corresponding to information attribution data in which at least one item among a sex of a target to which information is provided, an age of the target and a concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to the user; and

(c) providing the determined information to the user.

22. (Amended) The information providing method of claim 21, wherein, in the step (b), the determined information is information corresponding to the information attribution data according to whether data of each item of the user set data is consistent with data of each item of the information attribution data, or information corresponding to the information attribution data according to whether data of a specific item of the user set data is consistent with data of a corresponding specific item of the information attribution data.

23. (Amended) The information providing method of claim 21, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set.

24. (Amended) The information providing method of claim 21, wherein in the step (c), information to be provided to the user includes an information display format including a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, a length of one information displaying duration, and a frequency of displaying information.

25. (Amended) A storage medium encoded with a machine-readable computer program code, the storage medium including instructions for causing a server to implement a method comprising:

(a) receiving user-set data including a sex of a user, an age of the user, and a concern area of the user from the user;

(b) extracting information corresponding to information attribution data in which at least one item among a sex of a target to which information is provided, an age of the target and a concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to the user;

(c) providing the determined information, an information display format including a size of an information display window, a regeneration period and an information display method, and an information display degree including an information display time

zone, a length of one information displaying duration, and a frequency of displaying information, to the user.

Please enter the following newly added claim 26.

26. (Newly Added) The information providing system of claim 15, wherein the database unit further includes an information display format including a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, a length of one information displaying duration, and a frequency of displaying information, and the user terminal unit displays received information according to the information display format and the information display degree.

4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

REMARKS

Applicants request entry of the present amendments which conform the claims to U.S. practice. No new matter is being introduced by this Amendment as antecedent support is set forth in the original specification and in the original claims.

Prosecution on the merits is respectfully requested.

The Examiner is invited to contact Applicants' Attorneys at the below-listed telephone number regarding this Preliminary Amendment or otherwise regarding the present application.

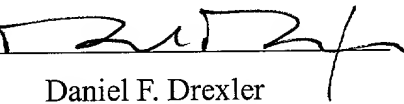
If there are any charges with respect to this Amendment or otherwise, please charge them to Deposit Account No. 06-1130 maintained by Applicants' attorneys.

Respectfully submitted,

JIN-HAK BAE, ET AL.

CANTOR COLBURN LLP

Applicants' Attorneys

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## VERSION WITH MARKINGS TO SHOW CHANGES MADE

A marked up version of claims 1-6, 8-10, 13-16 and 19-25 follows:

1. (Amended/Marked up) An information providing system comprising:
  - a first storage unit for storing user-set data including at least one item among [the] a sex of a user, [the] an age of [a] the user, and [the] a concern area of [a] the user;
  - a second storage unit for storing a plurality of information and information attribution data in which at least one item among [the] a sex of a target to which information is provided, [the] an age of the target and [the] a concern area of the target is defined for each information;
  - a determiner for determining information to be provided to [a] the user, according to whether the user set data is consistent with the information attribution data; and
  - a provider for providing information determined by the determiner as information to be provided to [a] the user, to the user.
2. (Amended/Marked up) The information providing system of claim 1, wherein the determiner determines information corresponding to the information attribution data as information to be provided to [a] the user, according to whether [the] data of each item of the user set data is consistent with [the] data of each item of the information attribution data.
3. (Amended/Marked up) The information providing system of claim 1, wherein if [the] data of a specific item of the user set data is consistent with [the] data of a corresponding specific item of the information attribution data, the determiner determines information corresponding to the information attribution data as information to be provided to [a] the user.
4. (Amended/Marked up) The information providing system of claim 1, wherein the provider comprises connection managers for providing the user set data corresponding to a connected user, the information attribution data and the information

determined by the determiner, to the user.

5. (Amended/Marked up) The information providing system of claim 1, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set.

6. (Amended/Marked up) The information providing system of claim 1, wherein the determiner requests the provider to provide information on whether the information attribution data and the user set data [set information has] have been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the user set data [set information] indicating the number of unit blocks of the information attribution data and [the] positions and sizes of the unit blocks have been updated, and requests the provider to provide the information attribution data and the user set data [set information] if the information attribution data and the user set data [set information] have been updated to the information attribution data and the user set data [set information] stored in the determiner.

8. (Amended/Marked up) The information providing system of claim 1, further comprising a third storage unit having an information display format including [the] a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, [the] a length of one information displaying duration, and [the] a frequency of displaying information, wherein the determiner displays information received from the provider according to the information display format and the information display degree.

9. (Amended/Marked up) An information providing system comprising:

a database unit for storing user-set data including at least one item among [the] a sex of a user, [the] an age of [a] the user, and [the] a concern area of [a] the user, a plurality of information, and information attribution data in which at least one item

among [the] a sex of a target to which information is provided, [the] an age of the target and [the] a concern area of the target is defined for each information;

a user terminal unit for determining information to be demanded [of] from a server, according to whether the user set data is consistent with the information attribution data, and displaying information provided by the server; and

a server for transmitting requested information to the user terminal unit.

10. (Amended/Marked up) The information providing system of claim 9, wherein the user terminal unit comprises an information determiner for determining information corresponding to the information attribution data as information to be provided to [a] the user, according to whether [the] data of each item of the user set data is consistent with [the] data of each item of the information attribution data, or requesting the server to provide information corresponding to the information attribution data if [the] data of a specific item of the user set data is consistent with [the] data of a corresponding specific item of the information attribution data.

13. (Amended/Marked up) The information providing system of claim 9, wherein the user terminal unit requests the server to provide information on whether information attribution data and the user set data [set information has] have been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the user set data [set information] indicating the number of unit blocks of the information attribution data and [the] positions and sizes of the unit blocks have been updated, and requests the server to provide the information attribution data and the user set data [set information] if the information attribution data and the user set data [set information] have been updated to the information attribution data and the user set data [set information] stored in the determiner.

14. (Amended/Marked up) The information providing system of claim 9, further comprising an operating server which manages at least one server and produces the information attribution data and the user set data [set information] and provides the

same to the server.

15. (Amended/Marked up) An information providing system comprising:

a database unit for storing user-set data including at least one item among [the] a sex of a user, [the] an age of [a] the user, and [the] a concern area of [a] the user, a plurality of information, and information attribution data for each information in which at least one item among [the] a sex of a target to which information is provided, [the] a age of the target and [the] a concern area of the target is defined;

a user terminal unit for transmitting user set information received from [a] the user to a server and displaying information received from the server; and

a server for determining information to be transmitted to the user terminal unit, according to whether the user set data received from the user terminal unit is consistent with the information attribution data and transmitting the determined information to the user terminal unit.

16. (Amended/Marked up) The information providing system of claim 15, wherein the server comprises an information determiner for determining information corresponding to the information attribution data to be provided to [a] the user, according to whether [the] data of each item of the user set data is consistent with [the] data of each item of the information attribution data, or determining information corresponding to the information attribution data to be transmitted to the user terminal unit, if [the] data of a specific item of the user set data is consistent with [the] data of a corresponding specific item of the information attribution data.

19. (Amended/Marked up) The information providing system of claim 15, further comprising an operating server which manages at least one server and produces the information attribution data and the user set data [set information] and provides the same to the server.

20. (Amended/Marked up) The information providing system of claim 9 [or 15], wherein the database unit further includes an information display format including [the] a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, [the] a length of one information displaying duration, and [the] a frequency of displaying information, and the user terminal unit displays received information according to the information display format and the information display degree.

21. (Amended/Marked up) An information providing method comprising:

(a) receiving user-set data including at least one item among [the] a sex of a user, [the] an age of [a] the user, and [the] a concern area of [a] the user, from [a] the user;

(b) extracting information corresponding to information attribution data in which at least one item among [the] a sex of a target to which information is provided, [the] an age of the target and [the] a concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to [a] the user; and

(c) providing the determined information to the user.

22. (Amended/Marked up) The information providing method of claim 21, wherein, in the step (b), the determined information is information corresponding to the information attribution data according to whether [the] data of each item of the user set data is consistent with [the] data of each item of the information attribution data, or information corresponding to the information attribution data according to whether [the] data of a specific item of the user set data is consistent with [the] data of a corresponding specific item of the information attribution data.

23. (Amended/Marked up) The information providing method of claim 21, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set.

24. (Amended/Marked up) The information providing method of claim 21, wherein in the step (c), information to be provided to [a] the user includes an information display format including [the] a size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, [the] a length of one information displaying duration, and [the] a frequency of displaying information.

25. (Amended/Marked up) A [recording] storage medium [capable of being read by a computer in which] encoded with a machine-readable computer program code [is recorded], the [computer program] storage medium including instructions for causing a server to implement a method comprising:

(a) receiving user-set data including [the] a sex of a user, [the] an age of the user, and [the] a concern area of the user from [a] the user;

(b) extracting information corresponding to information attribution data in which at least one item among [the] a sex of a target to which information is provided, [the] an age of the target and [the] a concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to [a] the user;

(c) providing the determined information, an information display format including [the] a size of an information display window, a regeneration period and an information display method, and an information display degree including an information display time zone, [the] a length of one information displaying duration, and [the] a frequency of displaying information, to the user.